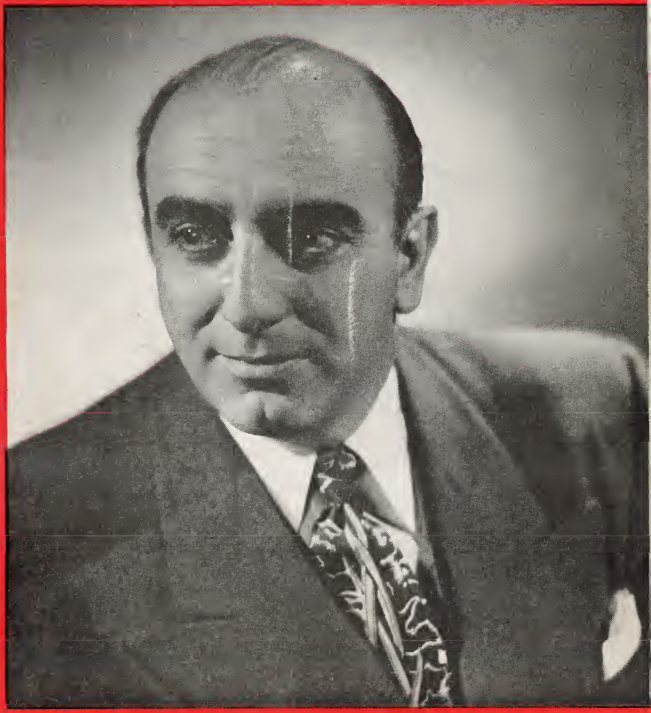
TV Forecast

RINK, FRED
5702 DAKIN ST.
CHICAGO 34, ILL.
97-177

JANUARY 21, 1950



Which type are you?

Leave your paper on the train? Clip out daily TV listings? Dial doodler? Miss the best shows? Paper spreader?

Wonder what's new in TV? Or are you...

informed... well posted...
entertained... relaxed...
one of the 250,000 subscribers to a weekly television program publication like TV Forecast.

Each week more than 1,500 Chicagoland TV set owners are becoming paid subscribers, a record in circulation history.*

TV Forecast

185 North Wabash, Chicago 1 **FRanklin 2-9563**

*If you have a product to sell, let our representative call this week to uncork "The Most Responsive Markets in the U.S.A."

LETTERS to the Editor

Your Voice in Video
In Chicagoland

Sir:

I do hope you will be able to find decent pictures for your covers. I don't know how many people would share in my opinion, and this is the first time in my life that I have bothered to write a letter on a matter of this sort. The (Nancy Wright and Toni Gilman) pictures struck me as being lurid . . .

Joliet, Ill. MRS. E. A. RODEGHIERO

Sir:

We want more pinups like the recent covers you've been publishing!

Chicago, Ill. EDDIE SANDSTROM

Ed. Note: Our photo editor has been properly spanked by his wife.

Sir:

I think TV movies can be good or bad, whether they are British or ours. The "Beachcomber" and "Pygmalion" were outstanding.

Wilmette, Ill. RICHARD H. RUBENS

Sir:

We listen to the Curbstone Cutup, Ernie Simon, religiously. We love him, but oh his wise remarks—murder!

Chicago, Ill. MRS. B. GORDON

Sir:

Thought you might like to know someone is pleased with the present type size used on your program schedules, in preference to the capitals—namely me. Don't see why all the fuss about Chub McCarthy. I think he's amusing. However, I don't agree with him on the British film controversy. Some of the ancient imports are better than the hogwash of Hollywood.

Chicago, Ill. MRS. JERRY BERG

Sir:

Realized how many good shows there are when we tried to vote . . . Congrats to a swell magazine.

Blue Island, Ill. R. H. BENJAMIN

Sir:

Next to my checkbook, TV your my favorite.

Chicago, Ill. PATTY ANN

(Continued on Page 4)

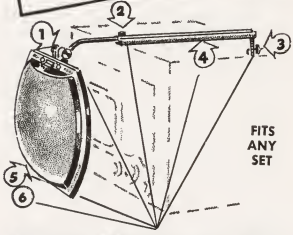
FREE! 5-DAY TRIAL

No Down Payment. Easy Terms

DOUBLE YOUR Television Size!

At Fraction of Big Set Cost!

New Precision-Made "ELCOR" gives you BIG 3-Dimensional Eye-Ease Reception of Programs. Different from all others. Now Gratifying Thousands.



No Other Magnifier has ALL these Vital Adjustable features

1, Knobs to adjust for correct vision. **2,** Prevents moving—easy to detach. **3,** No holes needed. **4,** Leather bar—won't scratch. **5,** Scientifically constructed lens. **6,** No distortion from any angle. A scientifically correct enlarger giving you the utmost in eye-ease television enjoyment. Free trial proves it.

Just Send Coupon. We Pay Shipping

TRUE VISION ASSOCIATES, Dept. 224, 2 W. 56 St., N. Y. 19

Please send me for 5-day free trial—shipping charges prepaid—the "ELCOR" Enlarger I have checked below:

☐ Model E-19 For 7" set **19.95**

☐ Model E-29 For 10" set **29.95**

☐ Model E-39 For 12" set **39.95**

If I decide to keep it, I will either send payment in full or pay one-third in 5 days, and one-third within 30 days and the balance 30 days later, plus $1.00 carrying charge. Otherwise I will return it in good condition in the original shipping cartan.

NAME_____

STREET_____

CITY_____ STATE_____

LETTERS TO EDITOR

(*Continued from page 3*)

Sir:

Arthur Godfrey's singing has improved. Now I only put cotton in one ear!

Chicago, Ill. WILLIAM GANS

Sir:

I would like to see more of Skip Farrell. Also Olsen and Johnson.

Blue Island, Ill. CAROLE ANN ZWYACK

Sir:

Just read what McCarthy thinks about the "Life of Riley." I think it is one of the best family type shows on TV. Too bad you don't drop McCarthy's column, and put something entertaining in its place, let's say a blank page.

Elmhurst, Ill. DICK LEESLEY

Sir:

I have just read (Chub McCarthy's) complaint about Arthur Godfrey. I don't think it was very kind . . . I listen to every one of his morning shows, and this is why we bought a TV set, to see him as well as hear him.

Melrose Park, Ill. MRS. EVELYN MENGHI

Sir:

What good does Chub McCarthy do? I think his jabber ruins *TV Forecast*. Can't he find the good side of the story? His opinion of "Life of Riley" is lousy. It is one of the best programs on TV.

Chicago, Ill. BOB GUTHMAN

Sir:

Couldn't help noticing Chub McCarthy is still in your magazine. Why make us suffer with his continual sarcasm. It's a blessing we don't have to look at the shows he likes. I wonder how much graft comes his way for boosting these and knocking those he doesn't like personally? . . . Let's start a contest to get rid of his nibs Chub McCarthy.

Hines, Ill. L. W. LEWIS

Sir:

Why don't you people get rid of Chub McCarthy? I think he should drop dead.

Chicago, Ill. WILLIAM GOUSMAN

Ed. Note: Says McCarthy "Wouldn't it be a dull world if we all liked the same type TV shows. There would no longer be a need for four stations; one would suffice." What do you think?

Here is the official Entry Blank for the Weekly Best Record contest being conducted by *TV Forecast*.

Rules of the contest are printed elsewhere in this issue. Read them carefully, then fill in the blank, clip it, and mail to Bob Lee, Contest Editor, % TV Forecast, 185 N. Wabash, Chicago 1.

"My Favorite .....record of the
(Brand)
week is ..... If I am winner,
(Title)
please send me the following album.....
My name is.....
Address .....
(Street)
City..... Zone..... State.....

Address entry to Bob Lee, Contest Editor, TV Forecast, 185 N. Wabash, Chicago, 1.

1/21

THIS WEEK •

Letters to Editor 3
Record Contest Winner 6
Bunk in Color TV? 8
Peek at Future 13
Griffin's Guest Column 17
Fun at Johnny's 25
Joe Wilson on Soccer 28
Search for TV Family 30
Chub McCarthy 30

ON THE COVER

Herbie Mintz, star of WNBQ's "But Not Forgotten" show is saluted this week by TV Forecast. Herbie celebrates his first year in video, and 28 years of radio broadcasting. For more pictures and the feature story on TV's man-of-memories, turn to page 9.

TV FORECAST

Vol. 2, No. 38—Whole No. 81
January 21, 1950

Chicagoland Edition

Editor, Robert A. Kubicek
Associate Editor, Pat Cooper
Program Editor, Patricia E. Moran
Advertising Sales, Lester Vihon
Promotionals, Roy V. Whiting
Business, Norbert F. Dempke
Production, John E. Groenings
Circulation, Archie K. Fisher
Art Director, Herman H. Block

• • • • • •

PUBLISHED WEEKLY BY
TELEVISION FORECAST, Inc.

Phone: FRanklin 2-9563
185 North Wabash Ave. Chicago 1, Ill.
137 Newbury St. Boston 16, Mass.

• • • • • •

Advertising Rates on Request

• • • • • •

Entered as 2nd class matter at the post office at Chicago, Ill. Additional entry at Boston, Mass.

Subscriptions: $3 per year; 2 years $5; single copies 15 cents.

Please advise this office, as well as post master, of change in address to assure proper delivery. Allow three weeks for processing of new subscriptions or changes in address.

Now sold on leading newsstands.

Copyright 1950 by Television Forecast, Inc.

NEW YORK—

From merchant mart to concert hall is the story of Samuel Gallu. Script writer Gallu, who turns out "Howdy Doody" on NBC-TV, recently sang tenor obbligato in Arturo Toscanini's rendition of "Rondo Arlecchinesco" . . . Watch for Martha Tilton and Harry Babbitt to co-star in a romantic video show of their own . . . Big hit with the family audience here is Ernest Truex, film star, seen on WPIX in a weekly comedy . . . Bob Montgomery is hard at work ironing out wrinkles in the show he's producing for Lucky Strikes . . . Switchboards here were jammed with phone calls from the midwest the first night Libby's "Auction-Aire" was cabled to Chicago . . . Kids are trading stamp collections for Libby labels . . . Glamour Gal for 1950 is Faye Emerson whose gossipy show is zooming high.

CHICAGO—

Theodore F. Luga of this city is probably the No. 1 TV Fan. Luga, whose hobby is photography, is turning out video greeting cards that have the professionals sitting up and taking notice . . . Friends of Ernie Byfield, Jr. will be happy to hear he's knee deep in television. After a stint with MGM in Hollywood, and NBC-TV, he's now directing video operations for an agency . . . Sen. Scott Lucas of Illinois is rumored to be negotiating for use of Chicago stations to air his views at election time this spring.

HOLLYWOOD—

The famed mail-order house, Sears Roebuck is experimenting with TV results on KTLS here in Los Angeles . . . It may be that video will replace the catalogue (in some homes) . . . Jeff Clark, Hit Parade singing star, is now adding movies and TV guest spots to his busy week.

—KID HOGAN

Announce First Record Contest Winner— Here Are Easy Rules for You to Enter

(Entry Blank on Page 4)

Winner of the first week's "Favorite Record" contest staged by *TV Forecast* was announced this week. He's *J. Howard Stein* of 3035 North Racine, and his sincere letter wins him an RCA album of "Vagabond King" by Earl Wrightson, plus an RCA 45 rpm player!

Honorary mention was given to readers *Adrian Bos* of 56 East 102 St., and *Richard P. Hentschel* of 5724 Pensacola Ave.

Mr. Stein's letter stated:

"My favorite RCA record of the week is 'The Song of Vagabonds' with Earl Wrightson because he gives such a moving and stirring rendition of this old favorite marching song of mine. The song and Mr. Wrightson's dynamic voice seem to have been made for each other."

"PS: I enjoy reading your record column because it gives me an insight on new records as they are released."

This week another contest begins. You have until Friday, Jan. 27, to enter, so hurry. Clip out the official entry blank found on page 3. State what record album you wish if the judges rule your letter the winning entry.

Winners have their choice of an RCA Victor, Columbia, Decca, Mercury, or Capitol album. Just complete this sentence in 25 words or less—

"My favorite record of the week is ......"

Here are the rules:

1.) Letter must be 25 words or less. Record chosen can be 78, 45, or 33⅓ RCA Victor, Columbia, Decca, Mercury, or Capitol. State your choice.

2.) Record must feature or be played by a television star currently appearing on Chicago channels.

3.) Letter must contain contestant's name and address. PLUS the official Entry Blank found in this week's *TV Forecast*.

4.) Contestants may send as many Entry Blanks as they wish. Each week a new contest begins, for example this week's contest ends midnight, Friday, Jan. 27. Letters postmarked Saturday, Jan. 28, will be judged for the fourth week's contest. All entries become the property of this magazine. Employees of *TV Forecast* are not eligible to participate.

TV Forecast Now on Sale at Leading Newsstands

EARL WRIGHTSON

Flood of Mail Keeps Fletcher Rabbit Busy

Fletcher Rabbit is up to his ears in work. And with Fletcher's ears, that's a lot.

Fletcher, who is in charge of incoming and outgoing mail for the Kuklapolitan players, starred by Burr Tillstrom on the NBC Kukla, Fran and Ollie television show (Monday through Friday, WNBQ), has been flooded by an avalanche of mail for the players.

The big rush started during the recent holidays and since that time, mail from Kukla, Fran and Ollie fans in all parts of the country has averaged 2,500 pieces a day.

Fletcher has put himself on an overtime schedule and says he can call on his family to assist if necessary in checking through the mountain of mail.

We Thought So

Ralph Bellamy of "Man Against Crime" got his acting start in a tent show with the Marx Bros., Winninger family and Houdini.

ABILITY + RELIABITY = GOOD SERVICE

FOR GOOD SERVICE
LOOK FOR
THE TISA SEAL

A West Side Radio & Television
5647 West Madison Street AUstin 7-5454

Central Television Service
3730 North Southport Avenue EAstgate 7-9500

Dealers Radio & Television
816 West 58th Street WEntworth 6-4040

Radio City
5659 South Halsted Street ENglewood 4-5557

Television Engineers, Inc.
1539 West Harrison Street TAylor 9-4200

Van Treese Engineering Co.
6250 South Marshfield Ave. HEmlock 4-6300

Aide Sound & Radio Service Corp.
5908 South Troy Street PRospect 6-6575

Chelten Television
2713 East 79th Street ESsex 5-3450

Kent Engineering Company
6250 South Spaulding Avenue WAlbrook 5-7212

Suburban Radio
605 Hillgrove Avenue LaGrange 3935
LaGrange, Illinois

Television Technicians, Inc.
131 North Green Street LOmbard 1236

Video Tronics, Inc.
5424 North Clark Street LOngbeach 1-4059

How Much Bunk in Color TV, Subject of Coronet Article

Is color television just around the corner?

The February issue of *Coronet* features an article by John L. Springer that may well answer the question. "Color television is not yet ready," says *Coronet.*

When it does come, the writer points out, it won't make today's sets obsolete!

Springer quotes Raymond C. Cosgrove, president of the Radio Manufacturer's Association: "No system has been proved ready for commercial use." Justin Miller, president of the National Association of Broadcasters had this to say: "Color is at least five years away."

Why?

Color television "is like color movies. It will give a more sparkling and attractive picture. For outdoor scenes it will be magnificent. But how important is color to the movies?"

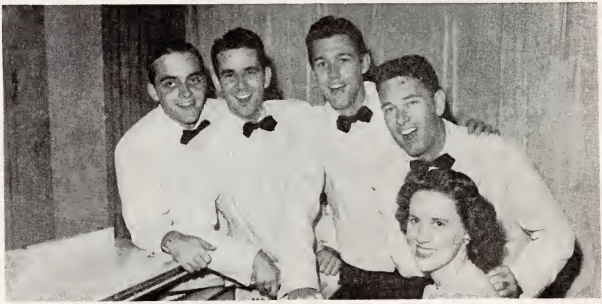
"Last year Hollywood produced 435 feature pictures. Only 68—or 15 per cent—were in color. As one Hollywood producer said: "Color may make a prettier picture, but it doesn't make a better one."

Authorization for color TV lies in the hands of the Federal Communications Commission, the *Coronet* article points out. "No color system has yet been completely tested in the field under all conditions of use. A hasty FCC choice now would heighten the danger of saddling the American public with an inferior system for years. Then we would be doomed to mediocre television," Springer warns.

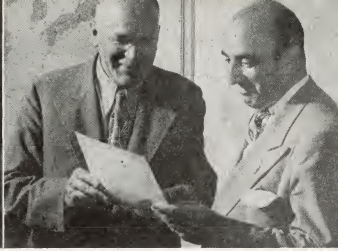
"There is also the big question of whether the toddling television industry can afford color now. Color transmitting equipment is more expensive than black-and-white. As Hollywood has long known, color productions require special consultants, special lights, special sets, special costumes, longer rehearsals. All these pile up costs.

"Even now, many TV broadcasters are sagging under the bills from black-and-write transmission. Last year the nation's 50 stations lost some $15,000,000. Here is a typical reason: a crew of ten engineers, sound-effects men and other technicians are on hand when one of the top dramatic productions goes on the air. The same show on television demands a crew of 40!"

"Like cars of the future," the *Coronet* article concludes, "tomorrow's television will be much better. Meanwhile, years of superb entertainment in black-and-white lie ahead."



SECOND CUP and Shopping Is Fun on WBKB find the Songsmiths and Ella Rose Halloran entertaining TViewers with close-harmony tunes. The musical group can be seen and heard Monday and Wednesday on the Linn Burton telecast, and on the Friday morning shopping show.



HERBIE MINTZ

"...But Not Forgotten"

THIS week *TV* Forecast salutes WNBQ's Herbie Mintz, television's man of memories who takes you back to the days that are gone *But Not Forgotten.* Herbie, who can be seen on channel 5 with old-friend Norm Barry, this month celebrates his first year in video. As a matter of fact, Herbie made his radio debut 28 years ago on February 12, 1922, when he wandered into the studios of old station KYW.

At that time, Herbie was a student at Northwestern university, where he led a college band from his piano keyboard. When a scheduled performer failed to turn up at KYW that eventful night and Herb made his debut, the listener response soon had Mr. Mintz on a regular schedule, and he stayed on old-fashioned radio until his television debut a year ago.

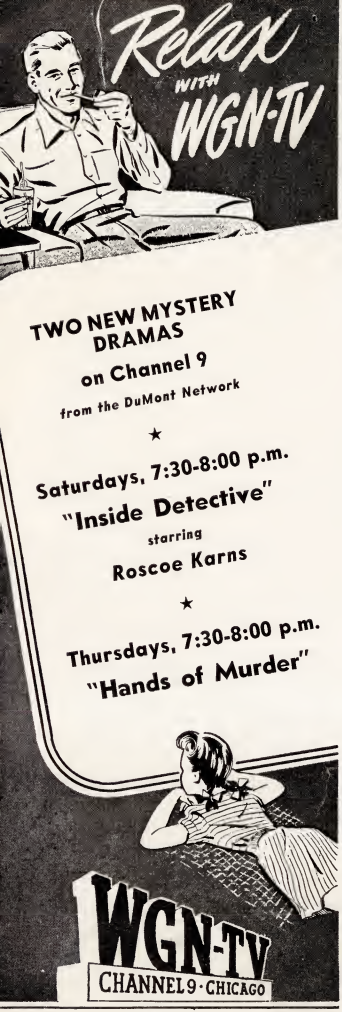
Above (left) Herbie is pictured with Tony Martin. Crooner Martin visited friend Mintz to help him celebrate his 25th anniversary. The picture was taken in 1947. The photo on the right shows Herbie accepting a certificate of membership in "20 Years in Radio" club from H. V. Kaltenborn, club's founder.

From some of the oldies in Mintz's picture files, we found the snap below (left) showing Bill Spillard, former ace narcotic agent for the government and author of "Needle in the Haystack," and Jim Pease, writer and advertising executive. Who's the gentleman on the extreme right of this tin-type? Nope, not Bob Trout. It's that man again, Mr. Mintz.

Most any night you dial channel 5 you're liable to hear something like this—

"Hello there . . . comfortable? Norm, do you remember 50 years ago when beer was 5 cents a glass, and the lunch was free? Eggs were 15 cents a dozen—milk was 5 cents a quart—the butcher gave you liver for the cat and treated the kids to bologna sausage.

"The hired girl was satisfied with $2.00 a week, and she did all the washing. Women wore taffeta petticoats, didn't powder or paint, smoke, play poker or shake the shimmy. The men wore boots, double-breasted vests, and whiskers—they spate on the sidewalk and worked 11 hours a day. A kerosene lamp was a luxury in those days.



Saturday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9

9:45 4 **Multiscope News.** Ticker tape.
10:00 4 **Movies for Kids.** 8th episode of "Don Winslow of the Coast Guard." (see pg. 13)—"Ace Drummond."
1:25 4 **Basketball:** Navy vs. Yale. Jim McManus announcing from Annapolis.
5:30 4 **Red Barber's Club House.** Interviews with sports personalities.
7 **Sagebrush Theater.** Western films with gun-toting heroes.
5:45 4 **Lucky Pup Review.** Highlights of week's happenings of puppets with Doris Brown femcee.
9 **Trail Blazers' Theater.** Western, "Tonto Kid."
6:00 5 **Children's Sketchbook.** Lisle Well illustrates the stories being told.
6:15 4 **Travel Time.** Films.
6:30 4 **In the First Person.** Quincy Howe interviews prominent guests.
5 **Nature of Things.** Scientific discussion by Dr. Roy K. Marshall.
7 **Lone Ranger** rides again in his fight for justice. Clayton Moore & Jay Silverheels play the roles of the masked rider and his friend, Tonto.
6:45 4 **Blues by Bargy.** Vocal and piano selections by Jeanne Bargy.
5 **Leon Pearson** and the news.
6:55 4 **Herb Shriner Show.** Hoosier wit comments on various subjects.
7:00 4 **Ken Murray Show.** Gala variety, with that master showman and Darla Hood, Tony Labriola, and guest stars Basil Rathbone and Jack Oakie.
5 **Saturday Square** dramatic varieties. Tom Duggan as officer MacKenzie introduces you to the gang on the Square.
7 **Paul Whiteman's TV Teen Club.** Margo leads the teenagers.
9 **Spin the Picture** quiz. Kathi Norris asks the questions.
7:30 9 **Inside Detective.** Roscoe Karns as "Rocky King." Mystery series.
8:00 4 Ed **Wynn Show.** Comedy. Guests: Howard Duff (Sam Spade). Olga San Juan singing "Babalu." Wynn will do a take-off on detectives. (See page 29)
5 **Mary Kay and Johnny.** Domestic comedy.
7 **Dr. Fixum,** top man with the putty and extension cord crowd.
9 **Cavalcade of Stars.** Jack Carter, mc. Variety, guests, Mindy Carson, singer Leo Delyon, voice impressionist, and the Lane Brothers, acrobat team.
8:30 4 **Ship's Reporter.** News items.
7 **Film Shorts.**
5 **Around the Town.** Glimpses of unusual places and people. MC Bob Stanton visits the Kips Bay Boy's club.
8:45 4 **Feature Film.**
9:00 5 **Meet the Press.** Current topics discussion. Martha Rountree, mc.
7 **Indoor Polo.** Pat Flanagan describes Jr. and Sr. div. tournaments.
9 **Wrestling from Marigold.** Jack Brickhouse and Harry Creighton describe Lou Thesz vs. McMillen match.
9:50 4 **Pix of the News.** Ulmer Turner.
11:00 9 **TV Forecast.**

(Stations reserve the right to change above listings without notice)

"FRONT PAGE" TRIANGLE is this threesome from the WBKB Thursday night telecast, the adventures of reporter Hildy Johnson, editor Walter Burns and Walter's girl friend, Peggy. John Daly (left) plays Burns; Hildy is played by Mark Roberts. Jan Shaw has the feminine lead.

STEVENS

your 1950 miracle!

dermott's famous hair brush cut

The short, chic way to fashion! Brings out waves you never knew you had. $2

Powder Box, 6th floor Chicago only.

CHAS. A. STEVENS & CO.

Sunday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9

12:00 7 **Bible Stories.** Kay Morrow relates.
12:30 7 **Amateur Hour.** Chicago talent.
1:00 9 **Super Feature** films. "Wife of General Ling," and "Son of Oklahoma."
1:30 7 **Lone Ranger.** Saturday repeat.
2:00 4 **Soccer Football.** (See page 28)
7 **Hopalong Cassidy** rides again.
3:10 7 **Kiernan's Kaleidoscope** & film shorts.
3:30 5 **American Forum of the Air.**
3:35 7 **Crusade in Europe.** Ch. I.
4:00 5 **Armed Forces Hour.** "Test Pilot."
7 **Super Circus** presents top acts.
4:30 4 **Serial Time.**
5 **Serials for the Kids.** "Lightning Warrior" and "Uncle George."
5:00 5 **Hopalong Cassidy.** Another exciting adventure of the west.
7 **Singing Lady.** Ireene Wicker.
5:30 4 **Mr. I. Magination.** Paul Tripp. Cliff Tatum as Daniel Boone (around 12).
7 **Hollywood House.** A typical inn, with Allan Mowbray as manager.
9 **Spell with Isbell.** Spelling bee.
6:00 4 **The Girls.** Gay life in the flapper era.
5 **Zeo Parade.** Jim Hurlbut narrates.
7 **Paul Whiteman Revue.** Musical variety. Guest, Charles Boyer.
9 **Front Row Center.** Variety. Phil Leeds, mc. and Monica Moore and Cass Franklin, vocalists.
6:30 4 **This Is Show Business.** Variety, and guests discuss problems.
5 **Aldrich Family.** Domestic comedy.
7 **Carolyn Gilbert Show.** Musical introductions by Don Tennant.
6:45 7 **Dr. Fixum.** Art Youngquist.
7:00 4 **Toast of the Town.** Ed Sullivan, mc. Guest star, Vic Damone.
5 **Supper Club.** Perry Como, mc. Guests, Hoagy Carmichael.
7 **Think Fast.** Quiz. Mason Gross, mc.
9 **Mystery Players.** "The Man Who Died Twice."
7:30 5 **Colgate Theater.** "Two for a Penny." The parents write an essay for their youngster.
7 **Little Revue.** Finest in music. Rex Maupin's orchestra.
9 **Chicagoland Newsreel Review.**
8:00 4 **Fred Waring Show.** The best in music presents a medley of "Mountain Music."
5 **Philco Playhouse.** "The Marriage," by Henry James with Henry Daniel.
7 **Your Witness.** Mystery drama.
9 **Cross Question.** (See page 18)
8:30 7 **Mysteries of Chinatown.**
9:00 4 **Travel Time.**
5 **Garroway at Large.** Variety. Connie Russell, Bette Chapel, Cliff Norton.
7 **Celebrity Time.** Quiz. Guests, Liza Kirk and Bella Lugosi.
9 **Stars of Tomorrow.** Amateur hour.
9:30 7 **Youth on the March.** Religious.
9 **Courtesy Theater** presents "When Thief Meets Thief," Douglas Fairbanks Jr. and Allan Hale.
10:00 7 **WENR-TV Playhouse. Films. "Rio** Grande Romance."
10:45 4 **Pix of the News.**
11:00 9 **TV Forecast.**

(Stations reserve the right to change above listings without notice)

THE FIRST
ELECTRONIC
DEODORIZING LAMP

PUR-AR-LITE
Air Purifier

AT ONLY
$6.95
INCLUDING LAMP
OPERATES ON AC CURRENT

DEODORIZER . . .
Kills All Odors!

DAMP-DESTROYING . . .
Eliminates Dampness & Mildew

LONG-LIFE . . .
Bulb Lasts 2500 Hours

IN THE TELEVISION ROOM . . . relieves glare and eye strain; keeps air smoke free; provides a small adequate light!

IN THE KITCHEN . . . helps destroy cooking odors, bread box molds, preserves foods longer in refrigerators!

IN PUBLIC PLACES . . . washrooms, restaurants, food stores, offices, hospitals . . . keeps air pure, and odor-free!

IN THE BATHROOM . . . helps keep air fresh, clean and sweet-smelling always!

IN THE BASEMENT . . . helps eliminate dampness, mildews, musty odors in a twinkling.

SEND NO MONEY

MAIL THIS COUPON TODAY!

PUR-AR-LITE,
c/o TV FORECAST, 185 N. WABASH AVE., CHICAGO 1, ILL.

Please send me C.O.D.....PUR-AR-LITES AT $6.95 **Plus 2% Ill. Sales Tax**

NAME.....

ADDRESS.....

CITY.....**ZONE**....**STATE**.....

BY BOB LEE

Here's good news for TV fans who collect phonograph records! *RCA Victor* has joined the bandwagon and will produce 33⅓ rpm records, and the first classical releases of the LP variety will be made available to you readers early in March.

It is safe to say they will also continue to go along with the highly popular 45 rpm system, as well as the conventional 78 rpm disks until the demand for them is no more. Probably in 1950.

So, the war between 45 and 33⅓ is over, with John Q. the winner, being able to choose his favorite artist without the previous complications.

The *Honeydreamers*, popular Chicago singing group, have cut their first disk for RCA. *Six Times a Week* is backed by *I'll Never Slip Around Again*, cute novelty tunes done in an entertaining manner by the former stars of the *Garroway* TV opus. It's *Victor* 30-0021 on 78 and 54-0016 on 45.

Egads! Don't miss the hilarious *Capitol* disk by *Jerry Lewis—Are You for Real?* Funniest thing I've heard since listening to *Danny Kaye's* first records. You'll like the reverse side, too, *I Love a Murder Mystery*. If you don't get a laff, then call me *Yogi Yorgenson*.

Uncle *Richard Tucker* has cut a new LP operatic disk for *Columbia* that is well worth owning, as it contains nine of the most famous arias. Included are *M'Appari* from Martha and *Vesti La Guibba* from Pagliacci.

Tucker's voice is a great deal like his more famous brother-in-law, *Jan Peerce*.

Peek at Future: Broadway Shows, Top Sports in Your Home in 1950

By PAT COOPER

WHAT television developments can you expect during 1950?

We predict you'll see the top Broadway and Chicago legitimate stage productions; 1950 vintage movies, maybe premieres; professional football, basketball and hockey; world champion fights; and vaudeville, including visiting circuses.

It's entirely possible, and as fascinating and modernistic as a chapter out of H. G. Wells.

What will make all these shows possible? *Probably* Phonevision. Maybe a revised Balaban & Katz theater policy. *Possibly* a combination of the two or an ingredient not yet known at this date.

Phonevision, as you may know, is a system designed to pipe special video programs into your home at a nominal charge. Here is how the idea works. A set owner reads of a forthcoming special attraction in *TV Forecast* magazine, he dials the operator on his phone and asks to be connected to the Phonevision show, "South Pacific" for example.

At the proper time, via his Phonevision-equipped receiver, he and his family enjoy an exclusive telecast of a Broadway musicale for a small additional charge to be billed at the end of the month. What do non-subscribers to the system see on their screen? A scramble of images "jammed" by the station transmitting the show. The "unscrambling" is made possible by a bit of mechanism in your set, plus the small fee.

Balaban & Katz, Chicago theater chain who recently announced theater television, *could* enlarge their facilities in the following manner: Big-name attractions starring at the Chicago theater could be telecast to neighborhood theaters at special shows, or to homes via a system like Phonevision.

There is no end to the combinations possible.

B & K, WENR-TV, WGN-TV or WNBQ *could* cover local boxing matches, pro football games, comedies and dramas at the Harris, Selwyn or Schubert. New York stations *could* do the same, telecasting to the nation top-notch eastern attractions.

DON WINSLOW thrills, the small-fry TViewers of WBKB with his reel adventures, starring Don Terry, Walter Sand and Elyse Knox, all shown above. This Saturday dial channel 4 for further adventures of this video hero.

A number of people would benefit under such a telesystem, if the F.C.C. would allow such promotions. Revenue, badly needed in TV, would go to the stations, phone company, theater box office, the federal government (taxes) and the firm controlling the system.

How soon can viewers expect such teledelights? That's a question our Dept. of Crystal Ball Gazing cannot yet answer, but our scouts will keep you posted.

It's another reason why you'll want to follow *TV Forecast* closely during 1950.

Moore on WTMJ-TV

Tom Moore, colorful TV and radio personality, now heads the "Schlitz Family Party" on WTMJ-TV, channel 3, Milwaukee, Monday evenings. An audience participation telecast, Moore presents guest stars, and old world tunes sung by the Schlitz Family Frauenfelder and orchestra. Moore is former emcee of "Ladies Be Seated," seen recently on channel 7 in Chicago.

Monday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9
9:30	4	**Your Second Cup.** Linn Burton, mc.	
2:00	4	**Bill Evans Show.** Commentary.	
2:30	9	**Chicago Cooks.** Barbara Barkley, mc.	
2:45	5	**News Telecast.** Latest events.	
3:00	4	**Homemakers' Exchange.** Recipes.	
	9	**Stop the Record.** Frann Weigel, mc.	
3:30	4	**TV Album.** Ticker tape news.	
3:45	5	**Hi, Ladies.** Claude Kirchner, mc.	
4:00	9	**Women's Magazine of the Air.**	
	4	**Ted Steel Show.** Musical.	
4:15	5	**Judy Splinters.** Shirley Dinsdale.	
4:30	4	**TV Billboard.** Ticker tape news.	
	5	**Howdy Doody.** A lovable puppet.	
	9	Test Pattern.	
5:00	5	**Cactus Jim.** Western feature.	
	9	**Small Fry Club.** Bob Emery, mc.	
5:15	4	**Comic Capers,** with Boo the bunny.	
5:30	4	**Lucky Pup.** Doris Brown, femcee.	
	9	**Trail Blazers' Theater.** Western "Prairie Pals."	
5:45	4	**Wrangler's Club,** with Texas Bruce.	
6:00	4	**Time For Beanie** and his friends.	
	5	**Kukla, Fran, and Ollie** say hi.	
6:15	4	To be announced .	
	7	**Dinner Music.**	
6:30	4	**CBS Television News.** Doug Edwards.	
	5	**Showroom** with Roberta Quinlan.	
	7	**Serial:** "Fighting Kit Carson."	
	9	**World Window.** Travel film.	
6:45	4	**Window Shopping.** Pat Banks, mc.	
	5	**News Caravan.** John C. Swayze.	
	7	**Uncle Mistletoe** and Aunt Judy.	
	9	**Chicagoland Newsreel.**	
6:55	4	**Herb Shriner Show.** Commentary.	
7:00	4	**Silver Theater.** Drama. Peter Capell and Mikhail Rasumny in "The Great Nikoli."	
	5	**Tele-Theater.** Drama. "The Final Bell."	
	7	**Parade.** Young talent, variety acts.	
	9	**Dr. Preston Bradley.** Discussion.	
7:15	9	To be announced.	
7:30	4	**Talent Scouts,** with Arthur Godfrey.	
	5	**Voice of Firestone.** Leonard Warren, guest baritone. Musical.	
	7	**Kay Morrow** fashion review.	
	9	**Al Morgan Show.** Musical variety.	
7:45	7	**Film Shorts.**	
8:00	4	**Candid Camera.** Allan Funt catching you when you least expect him.	
	5	**Lights Out.** "The Devil to Pay."	
	7	**Wendy Barrie** interviews the stars.	
	9	**World Is Yours.** Travel film.	
8:15	9	**Film short.**	
8:30	4	**Goldbergs.** Starring Gertrude Berg.	
	5	**Village Barn.** Cracker Barrel Meeting.	
	7	**WENR-TV Playhouse.** "Taming of the Wild."	
	9	**Boxing.** Professional bouts.	
9:00	4	**Studio One.** Dramatic production. "Rockingham Tea Set."	
	5	**Quiz Kids.** Joe Kelly quizzes Melvin, Naomi, Joel, and Pat.	
9:30	5	**Films.**	
9:45	7	**Flana-Grams.** Sports commentary.	
10:00	4	**Ernie Simon,** the Curbstone Cutup.	
	5	**Weatherman** Clint Youle.	
10:10	5	**Clifton Utley** and the news.	
10:15	4	**Pix of the News.** Ulmer Turner.	
10:25	5	**Dorsey Connors** and commentary.	
10:30	5	**But Not Forgotten.** Carolyn Gilbert presents Sweet Adeline Quartet.	
	4	**Film Varieties.**	
10:45	5	**Let's Look at Sports.** Tom Duggan, mc.	
	4	**Murder Before Midnight.**	
	9	**Chicagoland Newsreel.**	
11:00	9	**TV Forecast.**	

(Stations reserve the right to change above listings without notice)

Harry Hall Sings and TV Fans Swoon

The era of swooning fans is not over, if we are to believe the hundreds of fan letters to this magazine, all praising the singing of Harry Hall, young and handsome vocalist on the Wayne King show.

Harry, who can be seen this week on WNBQ, channel 5, is a newcomer to the King family, joining them in September 1949 after the Waltz King auditioned him at the College Inn of the Sherman Hotel.

Harry tried hard to follow in his father's footsteps and become a pharmacist, but it just wasn't in the cards.

It was obvious very early in his life that Harry was more adept at reading music that he would ever be at reading doctor's prescriptions. He made his bow as a boy soprano at school and church affairs when he was nine years old, at 10 he won a singing role in the annual Passion Play presentation. At 12 he had his own radio program on a Milwaukee station.

Despite these early vocal successes, Harry studied pharmacy at the University of Wisconsin, and during the war served as a pharmacist's mate in the U. S. Coast Guard, with 36 months sea duty in every theater of naval operations on the globe.

Harry was born in Kenosha, Wis., but spent most of his life in Milwaukee. He is married and has a baby son.

The Wayne King show is sponsored by Standard Oil.

Tuesday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9

2:00 4 **Bill Evans Show,** interviews, etc.
2:20 9 **Chicagoland Newsreel,** local news.
2:30 9 **Chicago Cooks,** Barbara Barkley, mc.
3:00 4 **Homemakers' Exchange,** cooking school with Louise Leslie, mc.
9 **Stop the Record,** Frann Weigel, mc.
3:15 5 **News Telecast,** latest events.
3:30 4 **TV Album,** ticker tape news.
4:00 4 **Ted Steele Show,** musical.
9 **Plan-A-Room,** with Paul McAlister.
4:15 5 **Judy Splinters** and her alter ego, Shirley Dinsdale; puppet show.
9 Test Pattern.
4:30 4 **TV Billboard,** ticker tape news.
5 **Howdy Doody,** a puppet for the kids.
5:00 5 **Cactus Jim,** western feature.
9 **Small Fry Club,** Bob Emery presents film cartoon for youngsters.
5:15 4 **Comic Capers,** magic and fun with Don, Vera Ward and Boo.
5:30 4 **Lucky Pup,** Bunnin puppets.
5 **Pet Shop.** The care of your pets.
9 **Trail Blazers' Theater,** western film. "Lone Rider Ambushed."
5:45 4 **Wrangler's Club,** with Texas Bruce.
6:00 4 **Time for Beanie** and his sea serpent.
5 **Kukla, Fran, and Ollie,** Cecil Bill, Fletcher Rabbit and all the others.
6:15 4 To be announced.
7 **Dinner Music.**
6:30 4 **CBS Television News,** Doug. Edwards.
5 **Melody, Harmony, and Rhythm.**
7 **Serial: "Fighting Kit Carson."**
9 **Hobby Parade,** Walt Newton, mc. Interesting hobbies discussed.
6:45 4 **Window Shopping,** John Dunham, mc.
5 **News Caravan,** John Swayze reports.
7 **Uncle Mistletoe** relates the tales of Olio, Molio, and Rolio's adventures.
9 **Chicagoland Newsreel.**
6:55 4 **Herb Shriner Show,** commentary.
7:00 4 **Frontier Theater,** western film.
5 **Star Theater,** starring Milton Berle & special guests, the Quiz Kids.
7 **Comedy Carnival,** films.
9 **Court of Current Issues,** discussion.
8:00 4 **Actor's Studio,** drama. "The Timid Guy," with Patricia Kirkland and Philip Truex.
5 **Fireside Theater.** "Reprieve" and "Confessions," mystery stories.
7 **Cavalcade of Bands.**
9 **Film Varieties.**
8:30 4 **Suspense drama,** "Horizontal Man," murder at New England College for Women, Mildred Natwick stars.
5 **Life of Riley,** Jackie Gleason stars.
9 **Wrestling,** from Midway Arena, Jack Brickhouse, announcing.
9:00 4 **Film Varieties.**
5 **Original Amateur Hour,** Ted Mack, mc.
7 **Tomorrow's Champions,** boxing with Wayne Griffin announcing.
10:00 4 **Ernie Simon** interviews the people.
5 **Weatherman,** Clint Youle.
10:10 5 **Clifton Utley** and the news.
10:15 4 **Pix of the News.**
10:25 5 **Dorsey Connors,** commentary.
4 **Film Varieties.**
10:30 5 **But Not Forgotten.** Lucio Garcia guest (see pg. 9).
10:45 5 **Let's Look at Sports.** Tom Duggan, mc.
7 **Flana-Grams,** sports commentary.
9 **Chicagoland Newsreel.**
4 **Allied Variety Show** films.
11:00 5 **You Are an Artist.** John Gnagy shows.
9 **TV Forecast.**

(Stations reserve the right to change above listings without notice)

"OUR GAL TONI"

A full hour of informality with the famous and just plain you and me.

FRIDAY 9:00 P.M.

★ ★ ★ ★ ★ ★

Something *new* in

"WRESTLING"

New names—*new* faces—*new* holds!

Special Intermission Note: See AL CAPP and star athletes kick polio kigmies out of the ring.

WEDNESDAY 8:30 P.M.

★ ★ ★ ★ ★ ★

Reminder—See

"CAVALCADE OF BANDS"

TUESDAY 8:00 P.M.

WENR-TV
Channel 7
ABC-TV in Chicago

Bring Back ABC-TV Barn Dance, Say Readers, More Fun than Vaudeville

Vaudeville got a kick in the pants this week as irate fans of the ABC-TV Barn Dance flooded the mails with requests that WENR-TV, channel 7, resume telecasts of their favorite show.

Writes *Mrs. Henry Hamilton* of East Gary, Ind., "It was certainly a grand program, one of the cleanest and most wholesome."

Reader *H. Erickson* had this to say: "I'm keenly disappointed the Barn Dance isn't on TV anymore. Lulu Belle and Scotty were darling, and so natural . . . and the dancing was so very good. It seems to me a program like that is superior to shows with one vaudeville act after another. Square dancing has become so popular with young and old that a program like the Barn Dance appeals to all. This is the first fan letter I have written."

Many of the letters pointed out that when the telecast was on channel 7 in Chicago, the half-hour was too short. Those were the sentiments of readers *William Geruska, Frances S. Miller, Barbara Gorski* and *Mrs. Rober Linderly.*

"I'll go out and find a sponsor for the show," writes *Emil Jannings* of Chicago, "if it will bring back my favorite evening telecast." Maybe reader Jannings has something there.

LULU BELLE & SCOTTY

Does TV Do This to Your Family? Dragomir Family Real Fans!

Up in Benton Harbor, Mich., are television fans who wouldn't swap their video set for anything, in spite of the change in routine their receiver has brought about.

They are the Alex Dragomirs, readers of *TV Forecast,* who chose between a TV set and an automatic washing machine. You're right! They succumbed to TV.

Soon the whole household had to be reorganized, Mrs. Dragomir said. We tried setting up card tables in the living room but the carpeting couldn't take it. We scooted up our dinner hour so the younger girls could watch Howdy Doody, then Kukla and Ollie. The living room is cleared of chairs and apple cores and little friends, and then they're trundled off to bed.

By that time the two older girls are through with the dishes and settle down to the Goldbergs or a mystery show. Homework? Impossible. But they are both on the honor roll this month!

Dad takes over wrestling after the older girls go to bed at 9:30. Are you wondering what mother enjoys? Between getting dinner and feeding baby, supervising baths, etc., she does manage to get glimpses of lovely Fran Allison and cute Ollie.

Does TV do this to your family?

Wrestlers Work Hard to Make an Honest Buck, Says Reporter

By WAYNE GRIFFIN
WENR-TV Sportscaster

This recent rash of wrestling "debunking" is beginning to get on my nerves. I realize that the art of grappling has slipped some since the palmy days of Hackenschmidt and Gotch, but in spite of what its detractors say, people still pay to attend the matches, and its television audience is larger put together than any single expensive entertainment program on the air.

Wrestling originally was a science, utilizing the laws of balance and leverage. Modern wrestling has combined that science with dramatic art. A philosopher might tell you that man's basic conflict is between good and evil . . . well, wrestling (as practiced nowadays) simplifies that by the simple expedient of staging each match between "heroes" and "villains" (or "good guys" and "bad guys," in ringside vernacular) Aristotle, who was a student of wrestling, among other things, believed that all drama must have as its end a catharsis, or relief of conflicting emotions. Wrestling patrons identify themselves with one of the contestants and are able to work off tensions vicariously, without fighting each other.

And perhaps, the matches give vent to the little bit of sadism, or masochism in each of us. The sight of brutality in the ring, or on a video screen has a measure of comfort for everyone.

It's easy to say that present-day wrestlers are clowns, that the matches are phoneys, that the verdict is agreed on ahead of time, and that the whole thing's a farce. But it's my opinion that wrestlers work mighty hard to make an honest buck. The audience has made wrestling a show. It got tired of science. So, the wrestlers are just giving the customers what they paid for. And from the scattered teeth, the genuine blood, and the honest sweat I've observed on the ring apron, I can tell you it's no easy way to pick up a paycheck.

And if I had my choice between pounding a ferocious typewriter or a fierce ex-All American football tackle, even if the promoter guaranteed I was going to win, I think I'd settle for the mill and a mess less cash.

I don't claim that Gorgeous George and Benito Gardini are great wrestlers, but they are great showmen. And they can certainly wrestle better than most opera stars can act.

It's amusing the way most people don't brag about their telattendance for these muscle manuevers, but surprising how many know and approve the various outstanding performers.

It's all a matter of body contact. Football, ice-hockey, wrestling or kissing. They all have their place in the entertainment world, say the dyspeptic skeptics what they may.

A Swayze Yarn

John Cameron Swayze, chief commentator on the WNBQ Caravan, tells about the shy character who applied for a job as night watchman at a factory.

"We want someone always on his toes. Someone whose alertness is uncanny and who can hear the slightest sound. Someone aggressive, tough, hard-boiled. Do you think you can fill the job?"

"No," was the answer, "But do you mind if I send my wife around?"

Wednesday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9
9:30	4	**Your Second Cup,** Linn Burton, mc; early morning gossip over coffee.	
2:00	4	**Bill Evans Show** commentary.	
2:20	9	**Chicagoland Newsreel.**	
2:30	9	**Chicago Cooks,** Barbara Barkley, m.c.	
3:00	4	**Homemakers' Exchange** recipes.	
	9	**Stop the Record,** Frann Weigel, mc.	
3:15	5	**News Telecast,** latest events.	
3:30	4	**TV Album,** ticker tape news.	
4:00	4	**Ted Steele Show,** musical.	
	9	**Women's Magazine of the Air,** information for the ladies.	
4:15	5	**Judy Splinters,** the puppet girl.	
4:30	4	**TV Billboard,** ticker tape news.	
	5	**Howdy Doody Show** with Bob Smith.	
	9	**Health Talk.** Inside operating room.	
5:00	5	**Cactus Jim,** western feature.	
	9	**Small Fry Club** with Bob Emery.	
5:15	4	**Comic Capers.** Read the funnies, kids.	
5:30	4	**Lucky Pup** with Foodini, magician.	
	9	**Trail Blazers' Theater,** western. "Frontier Crusader."	
5:45	4	**Wrangler's Club** with Texas Bruce.	
6:00	4	**Time for Beanie** and his friends.	
	5	**Kukla, Fran, and Ollie** greet you.	
6:15	4	To be announced.	
	7	**Dinner Music.**	
6:30	4	**CBS Television News,** Doug Edwards.	
	5	**Showroom,** with Roberta Quinlan.	
	7	**Serial:** "Fighting Kit Carson."	
	9	**Art Jarrett's Metropolitan Memo.**	
6:45	4	**Earl Wrightson Show,** musical.	
	5	**News Caravan.** John Swayze reports.	
	7	**Uncle Mistletoe** and Aunt Judy.	
	9	**Chicagoland Newsreel.**	
7:00	4	**Arthur Godfrey and His Friends** (see page 20).	
	5	**Leave It to the Girls,** quiz.	
	7	**A Couple of Joes,** viewer participation, Mike Reilly, Warren Hull and Joan Barton.	
	9	**Temptones with Nancy Wright.**	
7:30	5	**The Clock, drama.** "Dig Your Own Grave."	
	9	**Stop, Look, and Learn,** household hint show, Harold Isbell, mc.	
8:00	4	**Fun at Johnny's,** audience participation, prizes for contestants (pg. 25).	
	5	**Kraft Theater,** (drama) "Kelly," Mark Roberts.	
	7	**That Wonderful Guy,** comedy series with Jack Lemmon & Neil Hamilton.	
	9	**World Is Yours,** travel film.	
8:15	9	**Film Varieties.**	
8:30	4	**International Boxing Club.**	
	7	**Wrestling** from Rainbo Arena.	
	9	**Famous Jury Trials,** discussion.	
9:00	4	**Tournament of Champions,** boxing.	
	5	**Break the Bank,** Bert Parks, mc.	
	7	**Treasure Hunt.** Bill O'Connor, mc.	
9:30	5	**Top Views in Sports,** Jimmy Evans.	
	9	**Four Star TV Theater** drama. "Amazing Adventure," Cary Grant, Mary Brain.	
9:45	5	**Jim Hurlbut's** feature Stories.	
10:00	4	**Ernie Simon,** the Curbstone Cutup.	
	5	**Weatherman.** Clint Youle.	
10:10	5	**Clifton Utley** and the news.	
10:15	4	**Pix of the News.**	
10:25	5	**Dorsey Connors,** commentary.	
	4	**Film Varieties.**	
10:30	5	**But Not Forgotten,** Carolyn Gilbert's guest: Jack Haskell.	
10:45	5	**Let's Look at Sports,** Tom Duggan, mc.	
	4	**Allied Variety Show** films.	
11:00	7	**Flana-Grams,** sports commentary.	
	9	**Chicagoland Newsreel.**	

(Stations reserve the right to change above listings without notice)

You'll See Cub Games on WGN-TV in April

For the third consecutive year WGN-TV will carry all home games of the Chicago Cubs. Reported cost for WGN-TV television rights is $30,000.

First scheduled game of a 77-game home season will take place at Wrigley field Apr. 21, when the Cubs meet the St. Louis Cardinals. Previous to that, however, WGN-TV cameras will pick up the exhibition contests at Wrigley field on Apr. 14 and 16 when the Cubs meet the White Sox.

Voicing the Cubs games on WGN-TV will be Jack Brickhouse, sports service manager of the channel 9 station.

They Stand Accused

WGN-TV's courtroom series, "Cross Question," which is seen every Sunday, will be known as "They Stand Accused" after the telecast of Jan. 22.

Each week a case is put on trial in the courtroom, and the studio jury decides the verdict. The series is written by William Wines, Chicago attorney, and the lawyers who take part in the trials are all practicing attorneys.

Cases are all fictitious, but are staged and presented with such realism that more than one viewer has written to inquire if the shows are not actually filmed in a court. Professional actors take all the dramatic parts with the exception of the judge, the lawyers and the jury.

HANDY SUBSCRIPTION FORM

TV Forecast
185 N. WABASH AVE.
CHICAGO 1, ILLINOIS

☐ 2 YEARS $5
☐ 1 YEAR $3

☐ Remittance Enclosed ☐ Bill Me

Please allow 2 weeks for processing of subscription

NAME_____

ADDRESS_____

CITY_____ ZONE_____

STATE_____ DATE_____

PHONE NO._____

Thursday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9
2:00	4	**Bill Evans,** aggregation of things.	
2:20	9	**Chicagoland Newsreel,** local news.	
2:30	9	**Chicago Cooks,** Barbara Barkley, mc.	
2:45	5	**News Telecast,** latest events.	
3:00	4	**Homemakers' Exchange,** recipes.	
	9	**Stop the Record,** Frann Weigel, mc.	
3:30	4	**TV Album,** ticker tape news.	
3:45	5	**Hi Ladies,** Claude Kirchner joins the Home Arts Guild for a session.	
4:00	4	**Ted Steele Show,** musical.	
	9	**Florence B. Ellis,** book reviewer.	
4:15	5	**Judy Splinters** and Shirley Dinsdale.	
4:30	4	**TV Billboard,** ticker tape news.	
	5	**Howdy Doody Show,** Bob Smith, mc.	
	9	Test Pattern.	
5:00	5	**Cactus Jim,** western feature.	
	9	**Small Fry Club,** with Bob Emery.	
5:15	4	**Comic Capers.** Kids read the funnies.	
5:30	4	**Lucky Pup,** with Doris Brown, mc.	
	9	**Carson's Corral,** singing cowboy.	
5:45	4	**Wrangler's Club,** with Texas Bruce, "Lone Rider and the Bandit" I.	
	9	**Trail Blazers' Theater,** western.	
6:00	4	**Time for Beanie** and his sea serpent.	
	5	**Kukla, Fran, and Ollie** (see pg. 6).	
6:15	4	To be announced.	
	7	**Dinner Music.**	
6:30	4	**CBS Television News,** Doug Edwards.	
	5	**Melody, Harmony, and Rhythm,** Tony De Simone trio & Lynne Barrett.	
	7	**Serial:** "Fighting Kit Carson."	
	9	**Art Jarrett's Metropolitan Memo,** vocals by Vicki Stevens (see pg. 27).	
6:45	4	**Window Shopping,** Pat Banks, mc.	
	5	**News Caravan,** John Swayze reports.	
	7	**Uncle Mistletoe** tells a story.	
	9	**Chicagoland Newsreel,** local news.	
6:55	4	**Herb Shriner Show,** commentary.	
7:00	4	**Front Page** newspaper story.	
	5	**Who Said That?** Robert Trout, mc. John Swayze heads panel.	
	9	**Hands of Murder,** mystery (see pg. 19).	
7:30	4	**The Show Goes On,** Robert Q. Lewis, mc.	
8:00	4	**Film Shorts.**	
	5	**College of Musical Knowledge,** starring Kay Kyser; musical quiz.	
	7	**Hollywood Screen Test,** Neil Hamilton presents potential stars.	
	9	**Morey Amsterdam Show,** variety.	
8:30	7	**Author Meets the Critics.** current book discussion; John McCaffrey, mc. The book; "Gone with the Wind."	
	9	**Wrestling** from Madison AC.	
8:45	4	**Hour of Mystery,** drama.	
9:00	5	**Martin Kane,** private eye, William Gargan stars as the detective.	
	7	**Roller Derby,** fast paced action.	
9:30	5	**Wayne King Show,** musical variety at its best (see page 14).	
10:00	4	**Ernie Simon,** the Curbstone Cutup.	
	5	**Weatherman,** Clint Youle.	
10:10	5	**Clifton Utley** and the news.	
10:15	4	**Pix of the News.**	
	7	**Fiana-Grams,** sports commentary.	
10:25	5	**Dorsey Connors,** commentary.	
	4	**Film Varieties.**	
10:30	5	**But Not Forgotten,** Carolyn Gilbert's guest: Jimmy McHugh.	
10:45	5	**Let's Look at Sports,** Tom Duggan, mc.	
	9	**Chicagoland Newsreel,** local news.	
	4	**Allied Variety Show,** films.	

(Stations reserve the right to change above listings without notice)

JUST A MEMORY, now, but Ernie and Pat Simon probably wish they were back at Fort Montague Beach hotel, Nassau in the Bahamas. Picture was snapped while couple enjoyed recent honeymoon. Now you'll find the Curbstone Cutup back on WBKB, weeknights.

If You Enjoy a Good Murder, Watch This

"Hands of Murder," is the new murder mystery series, now telecast on WGN-TV each Thursday. The dramas, which are all staged and written by Lawrence W. Menkin, are being prosented through a unique medium of production. Although a very simple stage set may be used occasionally, most of the backgrounds for the actors are provided by the use of special lighting effects and illusions.

In explaining the title of the series, Menkin has said that "the hands are the eloquent vehicle through which the depths of human passion and intensity are funnelled into one final set of violence."

Lawrence Menkin is assisted in writing the scripts by Charles Speer, and the studio direction is handled by Frank Bunetta.

Look At Him, Now!

At Pennsylvania State college, Fred Waring couldn't qualify for the glee club. Today, the conductor's choral techniques are widely taught.

TV Forecast Now on Sale at Leading Newsstands

WHAT'S *YOUR* VIEWPOINT?

Check your opinion against the experts on

"VIEWPOINTS"

Friday

8:30-9:00 P.M.

"Viewpoints," conducted by Spencer Allen, well-known midwestern news analyst, features a panel discussion of a news topic of current interest.

Panel members are experts, selected because of their knowledge of the subject being discussed.

Do you agree with the experts?

DUMONT

Godfrey Loves People, Dreams of Bali Hai

By ARTHUR GODFREY

Has television changed my life? I'll say it has!

Years ago, B.T. (before television), I used to be just a radio voice. Clothed in anonymity, I could go about my business peacefully, any place I pleased, without much of a stir.

Then came television, projecting my puss into homes and bars and doggone it, I can't even go around the corner for a pack of cigarettes (three guesses what brand) without running into fans and a million questions: "Hey Godfrey, how's that farm . . . that new plane . . . that was some crack you made . . ."

But don't get me wrong, though. I love people, although sometimes I wish I could go to Bali Hai and stay there for a while. I never want to become one of those stuffed shirts who hides from his public. But this kind of pressure that television brings makes you build a fence around you, just to get some time to yourself.

Television is a terrific medium. It has impact. While I'm still learning things about it, I've found that it is no different from radio, the stage or any other medium. People still seem to like a guy who is himself and not a Broadway gag writer's dream. I have to be me because I haven't got the talent to be anybody else.

Now, when people congratulate me for being so relaxed and at home in front of the cameras, it hands me a laugh. I'm only being myself and confidentially, I'm too doggone tired from all that radio work to try to be something else.

Every new show still is a great big adventure to me. I get a kick out of our guests, the big names and the unknowns from ping pong champions to Inca Indian Princesses.

Friday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9

9:30 4 **Shopping is Fun,** quiz conducted by Bill Seymour.
2:20 9 **Chicagoland Newsreel,** local news.
2:30 9 **Individually Yours** Celeste Carlyle with fashion news & new designs.
3:00 4 **Homemakers' Exchange** Outstanding recipes rate your attention.
9 **Stop the Record** Frann Weigel & Rose Dunn with a new type quiz.
3:15 5 **News Telecast** Latest News.
3:30 4 **TV Album** Ticker tape news.
4:00 4 **Ted Steele Show** musical.
9 **Women's Magazine of the Air** Ruth Crowley and Ed Roberts give you the latest happenings in your world.
4:15 5 **Judy Splinters,** that precocious child, talks about stuff & things.
4:30 4 **TV Billboard** Ticker tape news.
5 **Howdy Doody Show** A gallery of kids meets Howdy, Flub-a-dub, Dilly Dally, Mr. Bluster, and Clarabell, the clown. Bob Smith mc.
9 **Test Pattern.**
5:00 5 **Cactus Jim** presents a western feature in two episodes.
9 **Small Fry Club** Bob Emery mc.
5:15 4 **Comic Capers** Don and Vera Ward read the funnies while Boo, the bunny, cuts the capers. Magic & fun.
5:30 4 **Lucky Pup** Hope and Morey Bunnin present Foodini, magician, Pinhead, assistant, and Jolo.
9 **Fairteen Club** Join the kids in their latest jam session. Carol Lee mc.
5:45 4 **Wrangler's Club** Join Texas Bruce and his friends of the west.
6:00 4 **Time for Beanie** and his adventures in his house boat.
5 **Kuklis, Fran, and Ollie** and their friends tackle another merry episode.
9 **Trail Blazers' Theater** Western film.
6:15 4 **Fletcher Butler Show.** He sings; he plays the piano; he chats.
7 **Dinner Music.**
6:30 4 **CBS Television News** Doug Edwards.
5 **Showroom** with the vivacious Roberta Quinlan doing the vocals.
7 To be announced.
9 **Art Jarrett's Metropolitan Memo.**
6:45 4 **Window Shopping** Pat Banks & John Dunham show the newest items.
5 **News Caravan** John C. Swayze.
7 **Uncle Mistletoe** with the aid of Aunt Judy tells a story.
9 **Chicagoland Newsreel.**
6:55 4 **Herb Shriner** the Hoosier wit chats about "things back home."
7:00 4 **Mama** A period comedy based on "Mama's Bank Account" Peggy Wood stars.
5 **Quiz Kids** Joe Kelly keeps the Moppets on their toes, guest Milton Berle.
7 **Majority Rules** Myron Wallace conducts quiz session.
9 **Cartune-O** Holland Engle mc's this musical quiz.
7:30 4 **Man Against Crime** Mystery drama starring Ralph Bellamy. (See pg. 6)
5 **Walt's Workshop** Mr. Durbahn makes a wooden salad bowl set.
7 **Ruggles** Modern-minded parents, Chas. Ruggles & Ruth Tedrow, surrounded by jet-propelled children.

(continued on page 23)

"WRESTLING FROM HOLLYWOOD"

with commentator
RUSS DAVIS

Friday at 10:15 P. M.

Over

WBKB

Enjoy fast and furious wrestling bouts featuring the nation's greatest wrestling stars direct from Hollywood.

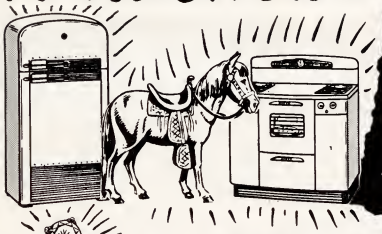
Presented by

CHICAGO'S LAST SPORT SHOP

Your First Stop For Savings

10520 Indianapolis Avenue

TV AUCTION FRIDAY!



Bid your Libby's labels for expensive articles like these

NO MONEY NEEDED!

Just Libby's labels... Bid from home by phone

"AUCTION-AIRE" **Fridays at 8 P.M.**

WENR

Channel 7

RCA VICTOR DISTRIBUTING CORPORATION

Presents

"Lucky Letters"

Every Friday at 9:30 p.m.

FRANKIE MASTERS

emcee

ON WBKB CHANNEL 4

RCA

SEE YOUR FAVORITE RCA VICTOR DEALER

his master's voice

Friday

WBKB	WNBQ	WENR-TV	WGN-TV
4	5	7	9

(Continued from page 21)

8:00 4 **Ford Theater,** drama. Raymond Massey in "Laburnam Grove" a former Broadway play.
5 **Versatile Varieties,** Harold Barry, mc, presents The Charioteers, Johnny Long, Carroll Sisters, acrobats, Fayne & Fister, musical novelty duo, Kay LaVelle and Netta Packer, comediennes (see page 29).

7 **Auction-Aire** Home viewers are invited to bid for displayed objects. Jack Gregson, mc.

9 **World Is Yours,** travel films. "Angermanland."
8:15 9 **Film Varieties.**
8:30 5 **Life Begins at 80,** discussion program featuring advice of people advanced in years. Panel & guests. Jack Barry, moderator.
7 **On Trial,** mock court session; discuss & debate on government issues.
9 **Viewpoints.** Spencer Allen, mc, interviews guests on their ideas.

9:00 4 **Peoples' Platform,** round-table discussion, Charles Collingwood, mc.
5 **Cavalcade of Sports.** Boxing bouts from Madison Square Garden in New York.
7 **Our Gal Toni.** Miss Gilman interviews guests who discuss their various professions.
9 **Amateur Boxing** from Madison AC, Jack Brickhouse announcing.

9:30 4 **Lucky Letters,** TV version of anagrams; quiz show; audience participation; Frankie Masters, mc.

9:45 5 **Greatest Fights of the Century.** Dempsey vs. Carpentier fight.

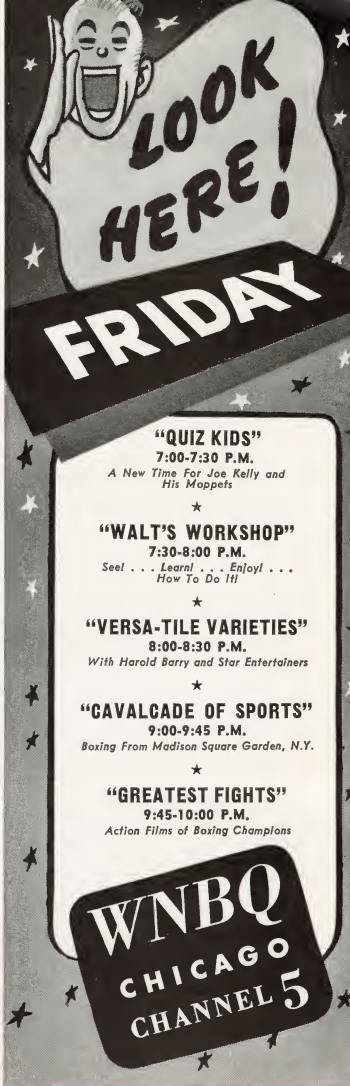
10:00 4 **Ernie Simon,** the Curbstone Cutup interviews the people.
5 **Weatherman,** Clint Youle gives you the latest happenings and tomorrow's report.
10:10 5 **Film.**

10:15 4 **Wrestling From Hollywood,** Russ Davis announces these matches. West Coast glamour boys at their best performance.

10:25 5 **Dorsey Connors** talks about various subjects of interest to all.
10:30 5 **But Not Forgotten.** Carolyn Gilbert subs for Herbie Mintz at the piano.
10:45 5 **Let's Look at Sports.** Tom Duggan, mc's discussion of different sports.
9 **Chicagoland Newsreel,** local news.

11:00 4 **Pix of the News.** Ulmer Turner discusses items "hot off the press."
9 **TV Forecast.**
11:10 4 **Murder Before Midnight.** The spirit of the crystal ball asks you to answer the questions on the part of the mystery you saw.

(Stations reserve the right to change above listings without notice)



WLAV-TV CHANNEL 7, GRAND RAPIDS, MICHIGAN

provides this page for the convenience of viewers in Battle Creek, Kalamazoo, South Haven, Holland, Grand Haven, Muskegon, Greenville and intermediate points with primary TV coverage.

Affiliated with ABC, CBS, DTN and NBC

Saturday

7:00 Test Pattern.
7:15 **Top Views in Sports.**
7:30 **Lone Ranger.** Adventures with the hero of the West.
8:00 **Ken Murray show.** With one of America's foremost showmen and comedians. Regulars include: Darla Hood, leading lady of the show; Tony Labriola as "Oswald," and Jack Mulhall and Elizabeth Walters.
9:00 **Mary Kay and Johnny.** The Stearns reenact the everyday happenings of the average family.
9:30 **Around the Town.** Glimpses of interesting people and places. Bob Stanton, m.c., this week visits the Kips Bay Boys Club in N.Y.

Sunday

5:45 Test Pattern.
6:00 **Singing Lady** with Ireene Wicker.
6:30 **Hopalong Cassidy.** Films.
7:30 **This Is Show Business.** Clifton Fadiman m.c. on this variety show where a panel of Abe Burrows, Geo. Kaufman, and guest try to solve the problems of the famed and near-famous.
8:00 **Supper Club.** Perry Como and the Fontane Sisters with musical variety.
8:30 **Little Revue.** Musical variety.
9:00 **Philco Playhouse.** Dramatic presentations.
10:00 **Garroway At Large,** with Dave, Connie, Betty and Cliff.
10:30 **Youth on the March.** Religious program.

Monday

1:00 Test Pattern.
4:00 **Homemaker's Exchange.** A cooking school conducted by Louise Leslie.
5:45 Test Pattern.
6:00 **Cactus Jim.** A western film for the kids.
6:30 **News and Events.**
7:00 **Kukla, Fran, and Ollie** and the rest of the Kuklapolitan players.
7:30 **News and Events.**
7:55 **Teletone Varieties.**
8:00 **Tele-Theater.** Drama.
8:30 **Film Varieties.**
9:00 **Lights Out.** Mystery drama.
9:30 **Film Varieties.**
10:00 **Studio One.** Drama.

Tuesday

1:00 Test Pattern.
4:00 **Homemaker's Exchange.** Louise Leslie.
5:45 Test Pattern.
6:00 **Cactus Jim.** Western film.
6:30 **News and Events.**
7:00 **Kukla, Fran, and Ollie.**
7:30 **Melody, Harmony, and Rhythm** musical.
7:45 **News and Events.**
7:55 **Teletone Varieties.**
8:00 **Feature Film.**
9:00 **Film Varieties.**
9:30 **Life of Riley** with Jackie Gleason as Chester A. Riley and Rosemary DeCamp as his faithful wife.
10:00 **Amateur Hour** with Ted Mack, m.c.

Wednesday

1:00 Test Pattern.
4:00 **Homemaker's Exchange.** Interesting recipes.
5:45 Test Pattern.
6:00 **Cactus Jim.** Tales of the west.
6:30 **News and Events.**
7:00 **Kukla, Fran, and Ollie.** Enjoyment for the whole family.
7:30 **The Clock.** A drama of suspense.
8:00 **Arthur Godfrey** and his friends.
9:00 **Lopez Speaking,** musical memories.
9:15 **Film Varieties.**
9:30 **Wrestling.** The sport that is intriguing the nation.
10:00 **Break the Bank** with Bert Parks asking the questions.
10:30 **Wrestling** (continued).

Thursday

1:00 Test Pattern.
4:00 **Homemaker's Exchange.** Cooking School.
5:45 Test Pattern.
6:00 **Cactus Jim.** Western feature.
6:30 **News and Events.**
7:00 **Kukla, Fran, and Ollie.**
7:30 **Melody, Harmony, and Rhythm.**
7:45 **News and Events.**
7:55 **Teletone Varieties.**
8:00 **Stop the Music.** Bert Parks asks you to name the "Mystery Melody."
9:00 **Kay Kyser's** College of Musical Knowledge. Musical quizzes.

Friday

1:00 Test Pattern.
4:00 **Homemaker's Exchange.** Favorite recipes.
5:45 Test Pattern.
6:00 **Cactus Jim.** Western feature.
6:30 **News and Events.**
7:00 **Kukla, Fran, and Ollie.**
7:30 **News and Events.**
7:55 **Teletone Varieties.**
8:00 **One Man's Family,** domestic comedy skits involving the younger generation and their escapades.
8:30 **Man Against Crime,** with Ralph Bellamy as Detective Mike Barrett.
9:00 **Ford Theater** dramatic show.
10:00 **Boxing Bouts.**

Programs are subject to change without notice.

JOIN IN THE

Fun at Johnny's

MOST complicated simulcast in Chicago is WBKB's "Fun at Johnny's," sponsored by Emergency Radio and Appliance, a half-hour comedy audience participation show featuring MC Earl Nightingale and announcer Ed Scott.

"Fun at Johnny's," which can be seen this Wednesday evening at 8 p.m., has been running on radio via WBBM. Through a unique arrangement, it now becomes a remote simulcast originating in the sponsor's store, the first of its type in this city. By using what is known as a double-hop micro-wave relay the picture and sound are relayed from the store to a receiver atop the Marbro theater, and from there to the top of the Sheraton hotel, then by cable to WBKB.

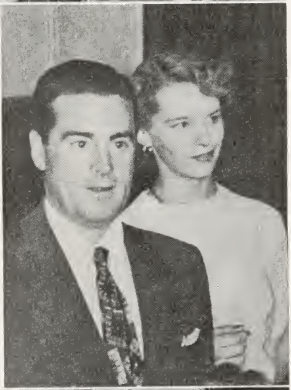
It is also the first time WBBM radio personalities have appeared on television. During the telecast, a tape recording is made of the audio part of the show. This is later edited for radio and TV contestants are able to hear the show via AM on the following Saturday morning on CBS.

John F. Beranich (top right) the "Johnny" of the simulcast and owner of Emergency this week said, "Anything can be fun, even ordinary occupations and pursuits. For zany performances we award prizes such as TV sets, record players and other items for the home."

Also pictured on the page (right) is Phil Regan, a recent guest.

Johnny Beranich has been associated with TV for over a decade. In 1940, five years after he opened his store in Chicago, he began to install experimental video receivers. At that time there were no more than 100 sets in the city.

(Continued on Page 27)



WTMJ-TV Channel 3, Milwaukee, Wisconsin

FOR THE CONVENIENCE OF OUR READERS WHO ARE ABLE TO PICK UP WTMJ-TV, TV FORECAST PROVIDES THIS PAGE.

Saturday

4:00 **Mr. Jaycee** handling civic problems.
4:30 **Wild West Theater.** Full length western
5:30 **Tele-Talent-Time.** Amateur talent hunt
6:00 To be announced.
6:30 **Sports Picture.** News and interviews.
6:45 **Top Views in Sports.**
7:00 **Ken Murray Show** gala variety show.
8:00 **Ed Wynn Show** comedy and variety highlighted.
8:30 **Hockey action** on ice
10:00 **Roller Derby**—fast paced action.
11:00 **Roller Derby**—fast paced action.
11:40 **News.**
11:42 **Tomorrow's Television.**

Sunday

2:15 **Meet the Artist.** New ideas in drawing.
2:30 **Bible Stories** presented for the children by Ensworth Reisner.
2:45 **Stranger Than Fiction.** Unusual items.
3:00 **Grenadiers** presenting "The band with a million friends", comedy, guests.
4:00 **Wayne King musical**—Nancy Evans, Harry Hall vocalists, Don Large chorus.
4:30 **Super Circus.** Under the big top.
5:00 **Singing Lady**—Ireene Wicker, musical.
5:30 **High Life Time**—Tommy Sheridan & trio.
6:00 **Paul Whiteman Revue.** Variety.
6:30 **This is Show Business.** Variety.
7:00 **Supper Club**—Perry Como & guests.
7:30 **Colgate Theater.** Drama.
8:00 **Philco TV Playhouse.** Drama.
9:00 **Celebrity Time.** Quiz, Conrad Nagle mc.
9:30 **Telenews Weekly.**
9:50 **Roving Cameras.**
10:00 **Studio One.** Drama.
11:00 **Tomorrow's Television.**

Monday

3:15 **George Comte** Poetry, books, travel.
3:30 **Film Program.**
3:45 **What's New in the Home.** Cooking demonstrations & other topics discussed.
4:15 **Song Shop**—Al Buettner at the piano.
4:30 **Howdy Doody**—that lovable puppet.
5:00 **Cactus Jim**—western film.
5:30 **Film Program.**
5:45 **Vi and Jerry Wagner**—piano & organ.
6:00 **Kukla, Fran, and Ollie.**
6:30 **Sports Picture**—news & interviews.
6:45 **News Caravan**—John Swayze.
7:00 **Tele-Theater.** Drama.
7:30 **Arthur Godfrey Talent Scouts.**
8:00 **Candid Camera**—Allan Funt catches you.
8:30 **Goldbergs**—family life.
9:00 To be announced.
9:30 **Family Party**—Tom Moore, m.c. (page 13)
10:00 **Guessing Game.** Features for viewers.
10:30 **News.**
10:32 **Tomorrow's Television.**

Tuesday

3:15 **George Comte Show.** Historical items.
3:30 **It's Gimbels Time** songs by Bob Churney.
3:45 **What's New in the Home.** Breta Griem.
4:15 **Paul Skinner—Al Buettner.**
4:30 **Howdy Doody**—Bob Smith, m.c.
5:00 **Cactus Jim**—Western film.
5:30 **Your Library Story** for the children.
5:45 **Vi and Jerry Wagner**—piano & organ.
6:00 **Kukla, Fran and Ollie.**
6:30 **Sports Picture**—news & interviews.
6:45 **News Caravan**—John Swayze.
7:00 **Star Theater**—Milton Berle, m.c.
8:00 **Fireside Theater**—double drama.
8:30 **Life of Riley**—Jackie Gleason.
9:00 **Original Amateur Hour**—Ted Mack, m.c.
10:00 **Golden Gloves Boxing.**
11:15 **News.**
11:17 **Tomorrow's Television.**

Wednesday

3:15 **George Comte Show.** Discussion.
3:30 **Film Program.**
3:45 **What's New in the Home.**
4:15 **Song Shop**—vocals by Paul Skinner.
4:30 **Howdy Doody Show.**
5:00 **Cactus Jim**—western film.
5:30 **Museum Explorers Club.**
5:45 **Vi & Jerry Wagner**—piano & organ.
6:00 **Kukla, Fran and Ollie.**
6:30 **Sports Picture**—interviews & news.
6:45 **News Caravan**—John Swayze.
7:00 **Arthur Godfrey and His Friends.**
8:00 **Kraft TV Theater.** Drama.
9:00 **Break the Bank**—quiz—Bert Parks, m.c.
9:30 **Salute to Wisconsin's Industries.**
10:00 **Gay Rancheros**—Pan-American tunes.
10:30 **The Clock**—drama.
11:00 **You Are An Artist**—Jon Gnagy.
11:15 **News.**
11:17 **Tomorrow's Television.**

Thursday

3:15 **George Comte Show.** Discussion.
3:30 **It's Gimbels Time**—musical.
3:45 **What's News in the Home.**
4:15 **Paul Skinner—Al Buettner.**
4:30 **Howdy Doody Show.**
5:00 **Cactus Jim**—Western film.
5:30 **Lucky Pup**—Bunnin puppets.
5:45 **Vi and Jerry Wagner**—piano & organ.
6:00 **Kukla, Fran and Ollie.**
6:30 **Sports Picture**—interviews & news.
6:45 **News Caravan**—John Swayze.
7:00 **Stop the Music**—quiz—Bert Parks, m.c.
8:00 **Kay Kyser College of Musical Knowledge.**
9:00 **Martin Kane, private eye**—drama.
9:30 **Wrestling from So. Side Armory.**
10:55 **News.**
10:57 **Tomorrow's Television.**

Friday

3:15 **George Comte Show.** Discussion.
3:30 **Film.** Woman speaks.
3:45 **What's New in the Home.**
4:15 **Song Shop**—musical.
4:30 **Howdy Doody Show**—puppets.
5:00 **Cactus Jim**—western film.
5:30 **Little Amateurs.**
5:45 **Vi & Jerry Wagner**—piano & organ.
6:00 **Kukla, Fran and Ollie.**
6:30 **Sports Picture**—interviews & news.
6:45 **News Caravan**—John Swayze.
7:00 **Mama**—period comedy.
7:30 To be announced.
8:00 **Versatile Varieties**—Harold Barry, m.c.
8:30 **Golden Gloves Boxing.**
9:00 **Professional Boxing.**
9:45 **Golden Gloves Boxing** cont.
11:15 **News.**
11:17 **Tomorrow's Television.**

Homemaker, Mother TV Star—Vicki Stevens

Vivki Stevens, who appears regularly on the "Art Jarrett Show" on WGN-TV (Wednesday, Jan. 25, channel 9) never intended to be an entertainer. In fact—it just happened! And today she is a personality of radio and television audiences alike, and maintains one of the heaviest schedules of any Chicagoland star.

In her high school days in suburban Des Plaines Vicki planned to teach piano for a career, but she joined a trio with two of her friends, and before she knew it she was a member of one of Chicago's most popular singing groups. An hour after their first radio audition the Doring Sisters were booked for a coast-to-coast network show. After that they appeared on the Carnation Hour, the National Barn Dance, the Edgar Guest show, Plantation Party, Musical Milk Wagon, and the original cast of the Chicago Theater of the Air on WGN.

Today she manages to be an efficient homemaker and mother, and in addition perform her daily radio and video shows. She is always on hand when a charity performance is called for, and she makes a number of guest appearances on other programs.

Vicki and Art Jarrett combine their talent to bring channel 9 viewers a pleasant fifteen minutes of music every day of the week, and the show highlights Vicki's piano artistry. She also accompanies Art's vocal numbers.

Karen Ford Sings in New Hotel Revue

Karen Ford, Rondo recording star who has guested on a number of leading Chicago television shows, is now appearing in the new Edgewater Beach hotel review.

Miss Ford, known for her "You're Dangerous, Cherie," one of Rondo's best-sellers, stars in the "Night at Monte Carlo" review now being staged.

Miss Ford sings "I Got the Sun in the Morning," "I'm Through With Love," and "Wish Me Luck," from "Touch and Go," New York's newest musicale.

1950 Problems

Television has been cited as a factor for a decrease of trolley and bus riding at night in Milwaukee. This was brought out by the Transport company during a hearing before the Wisconsin Public Service commission to whom the utility is applying for the right to increase fares. Earl M. Plettner, assistant superintendent of the Transport Co., stated that many people who would use public transportation at night are being kept home because they are watching television. Milkaukee has one television station, WTMJ-TV.

Fun at Johnny's

(Continued from page 25)

Since that time he has become television-minded and has sponsored shows such as the Black Hawk hockey games, Touchdown, Boxing Matches, and Shopping With Dinny, all on WBKB.

"Fun at Johnny's" is a WBBM production. The show is directed by Jerry Dee, assisted by Al Rudd and Mark Rusell. It is written by Chuck Romine and Don Brinkley, with Wright and Associates as agency.

Finding items to keep the show lively is a job for this staff. In the past few weeks, the prop man has had to find such things as a complete diving suit, a live goat, cream puffs, gorilla costume, three foot statue of a swan carved in ice, professional roller skater, fencing instructor, girls baseball player, an Exercycle and a peanut butter sandwich.

History of Soccer Takes Fan Back to Days of the Odyssey

By JOE WILSON
WBKB Sports Director

Those celebrants in the Chicago area who were physically capable of turning on their TV sets on the afternoon of January 1 were greeted by another pioneer step in the history of WBKB, the station that has been making television history since 1941. On that day, it was our pleasure to focus our cameras on the first contest of a regulation soccer league ever to be televised in the U. S. The site was the Chicago Avenue Armory, and the principals were players engaged in the fierce competition of the National Indoor Soccer league. Five games were televised, involving ten of the twelve teams of a circuit containing the finest soccer talent in the country.

The spectacle was met with immediate enthusiasm . . . the "Say, this is some game . . . how long has this been going on" type of reaction. In fact, so great was the interest that *TV Forecast* asked for a history on the sport, and this is it.

Only the fact that soccer is a minor sport in the United States occasions the need for such an article, for it is certainly well enough known elsewhere. The game is played today in 60 countries, and is actually the favorite sport in 55 of those, being played by more people in the world than any other sport, and thereby inspiring the statement, "The sun never sets on the game of Soccer." It is unquestionably the most popular spectator sport of Mexico, South America, Australia, Africa, the British Isles, and all of Europe. It is not at all unusual to draw crowds of ninety and one hundred thousand fans for championship matches, and one match at Hampden Park, Glasgow drew 149,547 paid. Not even our Rose Bowl classic can boast of such a throng. Players are traded for as high as $65,000, and people in the British Isles gamble up to one billion dollars on it annually . . . more than on horse racing.

Just where the game originated is a little obscure, although it is generally recognized as one of the oldest games known to civilization. One of the first references to it dates back to the days of the Odyssey, when Nausicca and her maidens (you remember Nausicca) could be seen "playing at the caitch." The early Greeks played a game similar to soccer, but the game, as played today, was devised by the Romans when they invaded Britain.

Up until the latter part of the 19th Century, it was known merely as football in England, but with the coming of Rugby in 1823, the term football was not enough. As a result, Rugby was known by its name, and soccer became known as "Association," after the London Football Association, the governing body of the game. "Association" was reduced to "Assoc", and finally to the present-day "Soccer." It is interesting to note that hockey was devised to fill in while inclement weather made soccer impractical.

The game, as it is being played indoors, lists seven men to a side, instead of the outdoor version of eleven. The ball may be propelled only by use of the head, in "heading," and the feet, in dribbling, passing, and kicking. The body may be used to "trap" the ball, but absolutely no use may be made of the hands or arms. The need for tremendous skill and dexterity is immediately apparent, and as you watch it, in person at the Armory or on WBKB, you will become increasingly aware of the sheer artistry of the players . . . some of the finest on our continent . . . as they maneuver the ball for a pass, dribble, or shot.

From a spectator standpoint, the game has everything . . speed, body contact, and suspense. We of WBKB are very happy that we thought of trying it, and we hope that you will enjoy it as much as we are enjoying the coverage of it. Come on out and see it on your next free Sunday afternoon.

Hoofing Isn't New to Harold Barry

Harold Barry's been around. The singing and dancing emcee of "Versatile Varieties" who can be seen this week on WNBQ has performed in all the major hotels and night clubs from the Last Frontier in Las Vegas to New York's luxurious Biltmore and Vanderbilt.

Born in Canada, Barry began his career in show business by playing roles in amateur theatricals. After doing some dramatic work in an English stock company, he became a member of a song and dance team for nine years. Evidently the hoofing put plenty of spring in Barry's legs because he became one of Canada's outstanding trackmen. In fact, he competed in the 1936 Olympics at Berlin as a contender for the 1500 meter crown.

In 1937 Abe Lyman saw Barry's performance in Toronto and was immediately impressed. The popular band leader brought him to the Hollywood restaurant in New York where he had a successful stay of 22 weeks. Since then he has been featured in leading hotels and night clubs throughout the U.S. and South America.

Barry has been an American citizen for ten years and now resides in Larchmont, New York. Between shows he likes to relax by shooting a round of golf. Not too bad at it, either . . . as his scores in the low 80's attest. His favorite ambition?—to do stage shows in little old Gotham.

Get a Horse, Wynn Cried—Could You?

"Get a horse," that is.

That was a flat assignment given to Maurice Murphy of the "Ed Wynn Show" (WBKB, channel 4, Saturday, Jan. 21).

The script read "Wynn rides in on a horse, behind a chauffeur." Murphy wasn't surprised. Almost anything can happen on an Ed Wynn show. So he prepared to "get a horse." Trouble is, Murphy has found that such simple orders are more complicated than they appear on the surface.

First of all, it had to be a horse with stage experience, a "veteran trouper" type of horse, so that it wouldn't bolt with fright at seeing the audience. It had to be a gentle, manageable horse. Next, it had to be big enough to carry Wynn plus the chauffeur; big enough to carry one English saddle and one exercise saddle.

There must be two "wranglers" (men who handle horses). The horse must have "rehearsal time" to grow accustomed to the CBS-TV stage in Studio A, Hollywood. And it must be fitted with rubber shoes to prevent marring the floor or slipping.

Wynn made his entrance on horseback as advertised. In fact, the equine that Murphy finally corralled was something extra-special—a big fellow named Bob, which was ridden by the priest in the motion picture "Joan of Arc." Murphy tried for Ingrid Bergman's white steed, but found it too small.

Oh, That Red!

Red Barber, TV sports director, read a script on bovine obstetrics in his first broadcast, at the U. of Florida.

WANT TO BID?

If you have Libby labels and want to bid on Auction-Aire, phone

STate 2-3060

Friday evening. Operators will be on hand to forward your call, at no expense, to New York City.

Four Weeks Left to Find "Family"

Only four weeks are left for readers to discover Chicago's "Typical TV Family," as nominations continue to be made by letter to this magazine.

The search, initiated by *TV Forecast* under the auspices of the Chicago Television Council, will end Feb. 17, at which time the family judged most typical will be crowned and feted at a special luncheon celebrating the Council's second annual convention here.

If you know such a family, jot down their name and address on a postcard, or in a letter, and mail it to the Editor, *TV Forecast*, 185 North Wabash, Chicago 1.

Here are the judges who will select the winning entry: Irving "Chick" Showerman, head of the National Broadcasting Company in Chicago; Hal Rorke, account executive, J. Walter Thompson, advertising agency; Irving J. Wagner, advertising consultant; Jack Mabley, TV Editor, Chicago *Daily News;* Sterling Quinlan, promotions director, WBKB; and Robert A. Kubicek, Editor of *TV Forecast.*

This program is too interesting! Cut into it with a commercial.

GETTING IN

The last word

by Chuck McCarthy

Thoughts at Random;

One of the most enjoyable things about Sunday is watching the television coverage of Soccer, long a sport that has been kicked around by promoters, fans, and newspaper reporters. No one has gone all-out in interesting colleges in staging contests on the Big 10 scale.

There is no reason why Soccer matches shouldn't draw as big a crowd as baseball, football, or wrestling. Anyone who has played the game knows it is just as hard on the players as any other leading sport, and just as thrilling.

Our front room is jammed on Sundays, now. Kids who previously had never heard of the game are learning how to play. Some are nursing bruised shins, but they'll be better boys. How much better to have them compete in such a game, rather than stunting their mental growth by subjecting them to afternoons at a movie palace or reading of the comics.

Second thought: Doesn't "Think Fast," on Sunday evenings, strike you as a rather silly show? With the exception of charming Eloise McElhone and quick-witted David Broekman, the regulars have little shine. Some of the questions asked are as boring as a census.

Another query: Do you experience the same puzzled feeling at the end of "Studio One" telecasts?

More of the same: Aren't you also of the opinion that they're scraping the barrel on "Colgate Theater," in trying to come up with an entertaining show each week? Somehow, they've been falling flat. We know a dozen young writers with brilliant stuff just waiting to be televised. Why don't they get a break?

Final question: Do you think Herb Shriner will someday fill the shoes of the late and great Will Rogers?

DON'T BE A TINKER!

HAVE WE LOOKED AT YOUR SET LATELY?

CHICAGO

central
RADIOELECTRIC SALES AND SERVICE
3624 W. North — DIckens 2-6728

southeast
SOUTH SIDE TELEVISION COMPANY
2651 E. 75th St. — REgent 4-4045

south
AMERICAN RADIO LABORATORY
6321 S. University — FAirfax 4-9000
AUBURN PARK ELECTRONICS
502 W. 79th St. — STewart 3-6391

west
EXPERT RADIO & TELEVISION SERVICE
15 S. Austin — Phone: ESterbrook 8-0656

near north
AMERICAL RADIO SERVICE
1362 N. Sedgwick — MOhawk 4-2300
FRITZEL RADIO & TELEVISION LABORATORIES
454 West North Ave. — MIchigan 2-7100
CRITTENTON RADIO & TELEVISION CO.
4740 N. Broadway — Longbeach 1-2250

northwest
VAHEY TELEVISION SERVICE
5837 N. Milwaukee Ave. — ROdney 3-3400
TRYBUS RADIO & TELEVISION CO.
5247 W. Belmont — PEnsecola 6-6034, 35

north
CHAMBERS RADIO AND TELEVISION
3546 N. Ashland Ave. — BUckingham 1-7373

BRUMLIK RADIO & TELEVISION
7004-6 N. Western Ave. — HOllycourt 5-2949, 5-2895

TELE-TRONICS TV SERVICE CENTER
5738 Elston — ROdney 3-7070

STEBBINS & STONE, INC.
2525 Lincoln Ave. — DIversey 8-2525

SUBURBS

wilmette and waukegan
AIR VISION, INC.
1185 Wilmette Ave. — Wilmette 6050
18 S. Genesee St. — Ontario 2150

north shore suburbs
NORTH SHORE TELEVISION SERVICE COMPANY
2547 A. Prairie — DAvis 8-4464

gary, ind. and vicinity
STREIGHT TELEVISION REPAIR
118 W. 5th — Gary 6864

whiting, ind.
RADIO CENTER
1542 119th St. — Whiting 307

southern cook county
B & H RADIO SALES & SERVICE
60 East 154th St. — Harvey 400

evanston, ill.
BECKERS
801 Dempster St. — UNiversity 4-1640

R. S. CAMPBELL APPLIANCE CO.
1943 Central St. — UN. 4-6640 DA. 8-5757

So simple a child can operate it—

So rugged a child won't harm it!

We offer you the world's fastest changer

RCA VICTOR "45"

for only

$12.95

NOW, at this astonishing price, EVERYONE can afford the unequalled pleasures of 45 rpm music! This compact plug-in player attaches easily to any of your present sets. It's the only sensible way to give children the wonder world that lies waiting in records.

MORE THAN 1000 45 rpm record titles now available! New ones out every day . . . featuring "the stars who make the hits . . ." "the world's greatest artists..."and children's favorite people, favorite stories and songs!

Gladys Swarthout says

"The moment you hear the '45' you'll know why it's called 'a new standard of recorded music,' and the system of the future! Every whisper of tone is reproduced so perfectly. There's never been anything like it!"

Lowest price in history for a ***completely automatic changer***

Some Favorite Records

WY-357	WHY THE CHIMES RANG Ted Malone, narrator	$1.68 incl. tax
WY-399	CINDERELLA (Storybook Album)	2.68 " "
WY-397	HOWDY DOODY AND HIS AIR-O-DOODLE	$1.84 incl. tax
WY-391	BAMBI	1.84 " "
WY-386	PETER AND THE WOLF (Storybook Album) Sterling Holloway, narrator	$2.68 incl. tax
WY-385	PINOCCHIO Cliff Edwards, narrator	1.84 " "
WY-389	PECOS BILL Roy Rogers and the Sons of the Pioneers	1.84 " "
WY-390	JOHNNY APPLESEED Dennis Day portraying all parts	1.84 " "
WY-382	DUMBO Shirley Temple, narrator	1.84 " "

SEE YOUR FAVORITE RCA VICTOR DEALER

RCA

NIPPER'S VOICE

Scanned from the collection of the Prelinger Library. 2019.

Digitization and post-production completed in the University of Wisconsin-Madison's Department of Communication Arts, with funding from the California Digital Library.

University of California
CDL
California Digital Library

MEDIA HISTORY
DIGITAL LIBRARY

www.mediahistoryproject.org